**[A picture containing text

Description automatically generated](https://www.smartsheet.com/try-it?trp=11308&utm_source=integrated+content&utm_campaign=/content/product-launch-plan-templates&utm_medium=New+Product+Launch+Plan+doc+11308&lpa=New+Product+Launch+Plan+doc+11308&lx=PFpZZjisDNTS-Ddigi3MyABAgeTPLDIL8TQRu558b7w)NEW PRODUCT LAUNCH   
PLAN TEMPLATE**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **TASK TITLE** | **TASK  DESCRIPTION** | **ASSIGNED OWNER** | **DUE DATE** | | **TASK STATUS** | |
| MARKET  ANALYSIS | Evaluate market potential and value |  |  | | Not Started | |
| Conduct a competitor analysis |  |  | | In Progress | |
| Define target audience |  |  | | Complete | |
| Task 4 |  |  | | On Hold | |
| Task 5 |  |  | | Overdue | |
| AUDIENCE  PERSONAS | Create customer surveys |  | |  | | Needs Review | |
| Conduct phone and in-person interviews |  | |  | |  | |
| Collect data from web and social analytics |  | |  | |  | |
| Task 4 |  | |  | |  | |
| Task 5 |  | |  | |  | |
| PRODUCT  PRICING | Outlining business goals |  | |  | |  | |
| Analyze competitor pricing |  | |  | |  | |
| Determine costs |  | |  | |  | |
| Task 4 |  | |  | |  | |
| Task 5 |  | |  | |  | |
| MARKET  POSITIONING | Define your unique value proposition |  | |  | |  | |
| Create positioning statement |  | |  | |  | |
| Finalize messaging framework |  | |  | |  | |
| Task 4 |  | |  | |  | |
| Task 5 |  | |  | |  | |
| GO-TO-MARKET STRATEGY | Define sales strategy |  | |  | |  | |
| Create marketing plan |  | |  | |  | |
| Complete GTM template |  | |  | |  | |
| Task 4 |  | |  | |  | |
| Task 5 |  | |  | |  | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| SALES  ENABLEMENT | Develop training content |  |  |  |
| Conduct training sessions |  |  |  |
| Create email templates |  |  |  |
| Task 4 |  |  |  |
| Task 5 |  |  |  |
| INTERNAL COMMUNICATIONS | Create communications plan |  |  |  |
| Create shared storage location |  |  |  |
| Collect feedback |  |  |  |
| Task 4 |  |  |  |
| Task 5 |  |  |  |
| EXTERNAL LAUNCH | Complete a crisis plan before launch |  |  |  |
| Follow marketing plan |  |  |  |
| Inform stakeholders about any issues |  |  |  |
| Task 4 |  |  |  |
| Task 5 |  |  |  |
| METRICS | Monitor performance of marketing channels |  |  |  |
| Determine cost per acquisition by channel |  |  |  |
| Evaluate website and customer analytics |  |  |  |
| Task 4 |  |  |  |
| Task 5 |  |  |  |
| POST-LAUNCH FEEDBACK | Distribute post-launch customer survey |  |  |  |
| Complete win/loss interviews |  |  |  |
| Hold a post-launch review |  |  |  |
| Task 4 |  |  |  |
| Task 5 |  |  |  |

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |